

Terms Of Collaboration

All Things Design
Brand . Automotive . Visual

Hello!

ahc crafts Designs, Visuals and Strategies that elevate your Brand.

Driven by a philosophy of answering the **why** behind every brief. I am a Transportation Designer by training and a Brand Architect by trade.

Having translated from leading multidisciplinary teams to founding my independent agency **A HUMAN CREATIVE**, I now bridge the gap between high-level design thinking and tactical market execution. My expertise is rooted in the rigorous standards of mobility and industrial design, which I seamlessly integrate into strategic brand growth.

From orchestrating full-scale brand refreshes and new product launches to designing complex automotive components and retail spaces, I bring a global perspective to every challenge.

Whether developing visual assets for digital marketing or crafting high-stakes pitch decks, my goal is to ensure that every touchpoint is ergonomic, aesthetic, and functional. I like **going beyond** building the brand, mapping how people experience what each brand offers.

Let's explore your project's potential.

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First Meeting

We can discuss our shared expectations, project phases, and structural boundaries—ensuring we spend less time aligning and more time designing the future of your Brand. Our main objective would be to agree on a clear **Project Brief**.

Our Process

1/ Project Breakdown

This highlights the **Milestones, Timelines and Deliverables** for the project going forward. The milestones can include research, user study, ideation, concept visualisation etc., based on specific requirements of the project.

This would include timeline for check-ins, formats of final output, variations, date of final delivery, etc.,

2/ The Phases

This is a **Contract Based** collaboration, and the same has to be signed by both parties to initiate the work.

After a Project Breakdown is accepted, the Quotation is raised. This is based on the project value.

All projects typically begin with a Discovery Call, which is a must for our first collaboration.

This is followed by the planned milestones and check-ins as per the project breakdown.

3/ What's Included?

Limited changes can be accommodated, considering they are aligned with the initial brief.

Editable Files for the final assets.

4/ What's Not Included?

Stock Imagery, Paid Fonts, Third Party Assets, any AI Subscriptions and similar resources.

5/ Hand Over

The final deliverables are finalised during the Project Breakdown phase. And the same are shared post final edits.

Deliverables

Final assets, editable files, any third-party assets used for the deliverables.

Payment

All Quotations are *exclusive* of taxes.

All work is initiated *after* 50% advance is paid post signing of the contract, as per quotation.

A Final Invoice is raised at the end of the project after acceptance of deliverables.

Payments accepted through bank transfers, UPI and PayPal.